

**AMENDMENTS TO THE CLAIMS**

The following is a complete, marked up listing of revised claims with a status identifier in parentheses, underlined text indicating insertions, and strikethrough and/or double-bracketed text indicating deletions.

**Listing of the Claims:**

Claims 1-13 (Cancelled).

14. (Currently Amended) An advertisement sales and management system  
~~according to Claim 1,~~ comprising:
- (a) data storage means;
  - (b) data retrieval means;
  - (c) data processing means;
  - (d) database means; and
  - (e) a number of workstations, one or more of the workstations being adapted to  
perform one or more of tasks selected from a group consisting of:
    - (i) entering advertisement orders into the database means;
    - (ii) entering advertisement-associated data into the database means and  
retrieving advertisement-associated data from the database means;
    - (iii) entering customer-associated data into the database means and retrieving  
customer-associated data from the database means,
- the database means and the data processing means being adapted to at least store  
and manage data relating to:
- (f) an advertisement customer;
  - (g) an advertisement order comprising data related to an advertisement or a  
group of related advertisements including:

(i) a medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published;

(ii) a schedule or schedules defining insertions of the respective advertisements in respective media to control publication of the respective advertisements;

(iii) contents of respective advertisements;

(iv) presentation elements of respective advertisements,

the advertisement sales and management system being adapted to generate data defining the advertisement or the groups of related advertisements on the basis of entered order data,

the advertisement sales and management system thereby constituting a single system supporting entry, sales and management of several related advertisements in several media based on entry of a single advertisement order,

a WYSIWYG editor adapted to support entering or editing contents and/or presentation elements of the advertisements, the WYSIWYG editor being adapted to display, on a screen of at least one workstation of the system, the contents and presentation elements in the graphical representation defined by the data, and  
~~furthermore comprising~~ data transferring means for communicating advertisement data from the database means to a file, the system or database means associated with an advertisement planning and/or production system.

15. (Original) An advertisement sales and advertisement system according to Claim 14, wherein the data transferring means is selected from the group consisting of:

- (a) address pointers;
- (b) serial or parallel databusses;

- (c) telephone networks;
- (d) LANs;
- (e) WANs; and
- (f) public networks including the Internet.

Claims 16-22 (Cancelled).

23. (Currently Amended) A method ~~according to Claim 22, of managing advertisements in an advertisement sales and management system which comprises:~~

- (a) data storage means;
- (b) data retrieval means;
- (c) data processing means; and
- (d) database means; and
- (e) a number of workstations,

the method comprising the steps of:

- (A) entering advertisement orders into the database means;
- (B) entering advertisement-associated data into the database means and retrieving advertisement-associated data from the database means;
- (C) entering customer-associated data into the database means and retrieving customer-associated data from the database means;
- (D) managing and storing by the data processing means and the database means, data relating to:
  - (a) an advertisement customer;
  - (b) an advertisement order comprising data related to an advertisement or a group of relating advertisements, including:

- (i) a medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published; and
  - (ii) a schedule or schedules defining insertions of the respective advertisements in respective media to control publication of the respective advertisements;
  - (iii) contents of respective advertisements;
  - (iv) presentation elements of respective advertisements.
- (E) generating data defining the advertisement or the group of related advertisements based on entered order data in the advertisement sales and management system,
- the method thereby supporting entry, sale and management of several related advertisements in several media based on entering a single advertisement order,
- wherein the method further comprises the step of associating a material with substantially each insertion of the advertisement, the material comprising:
- (a) contents of the insertion of the advertisement; and
  - (b) presentation elements of the insertion of the advertisement,
- thereby storing and managing substantially each insertion of an advertisement through a material data level provided by the association between the material and the substantially each insertion of the advertisement,
- the material defining the visual and/or audible appearance of the advertisement when published in a medium, and
- the method further comprising the steps of:
- (a) retrieving contents and/or presentation elements associated with a previously stored insertion of the advertisement from the database means;
  - (b) creating a version or versions of the previously stored advertisement by editing the retrieved contents and/or presentation elements; and

- (c) storing the version or versions of the advertisement in the database means as corresponding material or materials.

24. (Original) A method according to Claim 23, further comprising the steps of displaying and editing in a WYSIWYG editor, on a screen of at least one workstation, the retrieved contents and/or presentation elements associated with the previously stored version of the advertisement.

Claims 25-38 (Cancelled).

39. (Currently Amended) ~~A system according to Claim 25,~~ An advertisement sales and management system comprising:

(a) a database structure for data storage and retrieval;

(b) a computer processing system operable to access the database structure;  
and

(c) at least one workstation coupled in communication with the processing system for inputting data thereto and receiving data therefrom,

wherein said at least one workstation, in co-operation with said processing system and said database structure, is:

(d) capable of entering one or more advertisement orders via the processing system into the database structure and retrieving one or more advertisement orders therefrom;

(e) capable of entering advertisement-associated data into said database structure and retrieving advertisement-associated data therefrom; and

(f) capable of entering customer-associated data into said database and retrieving customer-associated data therefrom,

and wherein the database structure and the processing system are adapted to store and manage data therein relating to:

(g) at least one customer associated with said one or more advertisement orders;

(h) configuration data associated with each one or more orders concerning at least one group of related advertisements, such configuration data bearing information pertaining to:

(1) media in which said at least one group of advertisements is to be published;

(2) at least one schedule defining at least one insertion of respective advertisements in respective media to control publication of said respective advertisements;

(3) contents of said respective advertisements; and

(4) presentation elements of said respective advertisements,

the system being adapted to generate defining data identifying said at least one group of advertisements on the basis of said configuration data, and the system thereby supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order,

the system further comprising data transferring means for communicating advertisement data from the database structure to a file, the system or database structure being associated with an advertisement planning and/or production system.

40. (Previously Presented) A system according to Claim 39, wherein the data transferring means is selected from a group comprising:

(a) address pointers;

(b) serial or parallel databusses;

- (c) telephone networks;
- (d) LANs;
- (e) WANs; and
- (f) public networks including the Internet.

Claims 41-48 (Cancelled).

49. (Currently Amended) A method ~~according to Claim 48~~, of managing advertisement sales, the method comprising the steps of:

- (A) providing a database structure for data storage and retrieval;
- (B) providing a computer processing system operable to access the database;  
and
- (C) providing one or more workstations coupled in communication with the processing structure for inputting data thereto and receiving data therefrom, wherein said one or more workstations, in co-operation with said processing system and said database structure, are operable to execute the steps of:
  - (D) entering via said one or more workstations, in co-operation with said processing system, one or more advertisement orders into the database structure and/or retrieving one or more advertisement orders from the database structure ;
  - (E) arranging for said processing system in co-operation with said database structure to be capable of entering advertisement-associated data into said database structure and retrieving advertisement-associated data therefrom;  
and
  - (F) arranging for said processing system in co-operation with said database structure to be capable of entering customer-associated data into said database structure and retrieving customer-associated data therefrom,

and, using said database structure and said processing system, storing and managing data in the database structure relating to:

(G) at least one customer associated with said one or more advertisement orders;

(H) configuration data associated with at least one group of advertisements, such configuration data bearing information concerning:

(i) media in which said at least one group of advertisements is to be published;

(ii) at least one schedule defining at least one insertion of respective advertisements in respective media to control publication of said respective advertisements;

(iii) contents of said respective advertisements; and

(iv) presentation elements of said respective advertisements,

the system being adapted to generate defining data identifying said at least one group of advertisements on the basis of said configuration data, and the system thereby supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order,

wherein the method further comprises the step of associating a material with substantially each insertion of the advertisement, the material comprising:

(a) contents of the insertion of the advertisement; and

(b) presentation elements of the insertion of the advertisement,

thereby storing and managing substantially each insertion of an advertisement through a material data level provided by the association between the material and the substantially each insertion of the advertisement,

the material defining the visual and/or audible appearance of the advertisement when published in a medium, and

the method further comprising the steps of:



- (a) retrieving contents and/or presentation elements associated with a previously stored insertion of the advertisement from the database structure;
- (b) creating a version or versions of the previously stored advertisement by editing the retrieved contents and/or presentation elements; and
- (c) storing the version or versions of the advertisement in the database structure as corresponding material or materials.

50. (Previously Presented) A method according to Claim 49, further comprising the steps of displaying and editing in a WYSIWYG editor, on a screen of at least one workstation, the retrieved contents and/or presentation elements associated with the previously stored version of the advertisement.